

Pet Industry Companies Donate to Disaster Relief

Monetary donations as well as products and services were provided.

The following companies made donations to Hurricane Katrina relief efforts. (Companies are listed alphabetically): 1-800-Help-4-Pets, providers of a pet identification service, offered lifetime gift memberships to their service for pet owners in the impacted area. Atomic Pet donated more than 700 light-up dog collars. The collars were distributed to the Alexandria (Louisiana) Animal Clinic, the Houston Society for the Prevention of Cruelty to Animals, and the Helen Woodward Animal Center in Santa Fe, Calif., which is sheltering displaced pets. AVID Identification Systems Inc. donated microchip scanners and microchips to shelters and rescue groups, provided free registration services to rescue and relief organizations in the disaster area, made its staff available 24-hours per day immediately following the hurricane to trace microchips found in rescued animals and reunite them with their owners, and provided the use of its veterinarians and technicians to rescue and relief organizations. Azmira Holistic Animal Care donated 3,500 pounds of dog and cat food, and made a monetary donation. Big Dog Holdings Inc. provided more than 100,000 garments to the relief effort, and launched Operation Rescue Dog, a donation program that is collecting clothing, shoes, supplies and funds in support of pet rescue efforts. Bramton Co. donated bandages, shampoo, bathing wipes, and kennel cleaners. BZ Pet donated retractable leashes. Del Monte Foods donated more than \$1 million in food donations, including pet food and snacks, and financial contributions. Digital Angel Corp. donated 2,000 implantable radio-frequency identification microchips and 28 scanners to animal shelters along the Gulf Coast. The company's distributor, Schering-Plough delivered the products to shelters in Louisiana, Mississippi and Alabama. Doctors Foster & Smith, a leading pet-supply cataloger, donated \$10,000 to the American National Red Cross, and sent a 20-ton truckload of its private label dog and cat foods - valued at \$47,000 - and a second truckload of over 1,400 Drs. Foster & Smith brand Pet Den ventilated carriers - valued at \$53,000 - to the Houston SPCA. Doggie de Lites donated dog treats. Eagle Pack Pet Foods Inc. donated \$20,000 in food to relief efforts, enough it said to feed 3,500 pets for one week. Fab Dog Inc., a manufacturer of pet accessories based in New York City, donated shampoo, leashes, collars and toys, and is giving existing customers in the hurricane-stricken areas a certain dollar amount of its products to help them rebuild. Friendly Paws Pet Supply of Athens, Ohio, donated \$700 and more than 2,200 pounds of dog and cat food. The Garmon Corp., manufacturer of NaturVet and GreenTree products, donated calming aids, odor eliminators and bathing products. Gold Diggers donated collars and leashes. Halo, Purely for Pets sent more than \$15,000 worth of Spots Stew to Best Friends Animal Sanctuary, and continues to send 20 percent of its Internet sales to the organization's hurricane relief fund. The Hartz Mountain Corp. donated health-care and other products, food and monetary aid to the Louisiana State University School of Veterinary Medicine and the Houston SPCA. It partnered with the American Veterinary Medical Assn. and the American Veterinary Medical Foundation to create Welcome Home packages for pet owners displaced by Katrina. The packages include toys, bowls, collars and other pet accessories. Hartz employees and veterinarians have volunteered to help the Sussex Count Animal Response Team of New Jersey care for displaced animals. Additionally, Hartz and its employees provided assistance to the American Red Cross through a contribution-matching program. The Iams Co., a subsidiary of Procter & Gamble Co., provided food for sheltered and stray animals, and established the Iams Friends for Life Fund through the Greater Cincinnati Foundation to help animal survivors of the storm. Lixit Corp. donated bowls, dishes, carriers, syringes, nursing bottles, water bottles, cat litter pans and identification tags to the Alexandria (Louisiana) Animal Clinic. Masterfoods USA, makers of Pedigree brand dog food and Whiskas brand cat food, partnered with the American Humane Assn. to support its rescue efforts, and donated pet food. Miller Manufacturing, a farm, ranch and pet care manufacturer based in Eagan, Minn., donated more than 1,400 crates, 2,700 pet bowls, and other animal care products. Miracle Corp. donated waterless shampoo and dog treats. Natura Pet Products said it is indefinitely providing dog and cat food to the Humane Society of Santa Clara, Calif., which has taken in many displaced pets. Nestle Purina Petcare shipped more than 33 tons of dog and cat food to hurricane-stricken states, and made donations to the American Red Cross and Noah's Wish, a non-profit animal welfare organization. Palace Pet Products donated more than 700 pet beds, and asked its online customers to donate 5 percent of their purchase price to relief agencies. Pet Spa, an automatic dog and cat washing service in Miami, Fla., donated forklifts and products to aid relief efforts. A Pets World, a pet accessories manufacturer based in Manchester Center, Vt., donated collars, pet carriers and leashes, and extended its terms for existing customers in the impacted area. Petco Animal Supplies Inc. partnered with the American Humane Assn. to distribute relief. It held a fundraiser in which it asked customers to round up purchases to the next highest dollar, with proceeds going to the Petco Foundation specifically for hurricane disaster relief. It also collected donations through its website. The Petfinder.com Foundation collected donations to assist shelters and rescue groups affected by the storm. Pethealth Inc. suspended insurance premium payments through January 1, 2006, for all Petco P.A.L.S. members in the hurricane-stricken areas that are enrolled in its PetCare insurance plan. Petkin Inc. donated doggy wipes. Petland asked customers at its more than 170 store locations to place cash donations in fishbowls designated for hurricane relief collections and sent the donations to the American Red Cross and the American Veterinary Medical Foundation. Petmate donated 24 pallets of portable kennels, litter pans, and feeding and water bowls to the Louisiana SPCA. PetProTech, a manufacturer of pet safety products, donated funds raised through its M.A.G. Oxygen Mask Pet Project to Petsmart Charities to aid pets in hurricane-ravaged areas. Petsmart Charities partnered with welfare agencies in the southeast to



distribute emergency relief, hosted a National Adoption Weekend through which it placed numerous pets rescued from the disaster area, and deployed Petsmart Charities Rescue Waggin vehicles to help transport animals from the hurricane-ravaged areas. PetXtras and The Prince and the Pawper, two New Jersey pet businesses, held a joint fundraiser and donated the funds raised to Noahs Wish and the Monmouth County SPCA. PetXtras also donated collars and leashes. Planet Dog Philanthropy, the charitable arm of pet supplies manufacturer Planet Dog, donated \$4,500 to Noahs Wish, and collected more than 12,000 pounds of animal food, bottled water, flea and tick products, and pet supplies to distribute to the hurricane-stricken areas. Planet Wise Products donated cat litter. PolyBrite International donated reflective leashes. Royal Canin USA donated what it said was enough cat and dog food to feed 3,000 animals for at least two months. It also made a donation to the American Red Cross through an employee matching gift program. Sea Dwelling Creatures Inc., a Los Angeles-based marine fish wholesaler, held a two-week fundraiser and donated the money generated to the American Red Cross. SeaYu Enterprises Inc. donated odor eliminators. Sergeants Pet Care Products Inc. donated approximately \$14,000 in shampoo, and flea and tick topical medication, spray and medicated shampoo products. Style Living Corp. donated carriers. Veterinary Ventures donated Drinkwells, cleaning kits and Scoopwells. Zamzows, an Idaho-based chain of pet supply and lawn and garden stores, worked with the Idaho Humane Society to collect donations for Hurricane Katrina relief efforts, and donated 14,000 pounds of dog and cat food.

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